



WPTV

ORDER

Print Date 10/31/12

Page 1 of 5

Flight Dates 10/31/12-11/06/12

Contract / Revision 316334 / Romney for President, Inc.

Original Date / Revision

10/30/12 10/31/12

Advertiser Romney / Republican / Presi

Product

Romney for President, Inc.

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # 13

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	93	\$77,010.00	\$90,600.00	0.00
Totals	93	\$77,010.00	\$90,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	93	\$77,010.00	\$90,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/31/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- 111--		3		\$900.00		0.00					
N 2	WPTV	10/31/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 222--	:30	6	\$950.00	P-1	0.00	NM	6	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-- 222--		6		\$950.00		0.00					
N 3	WPTV	10/31/12	11/02/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00



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Page 2 of 5

Contract / Revision **316334** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/31/12

Order Sep 00:10:00

Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **13**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/31/12	11/02/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 111--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--					3	\$350.00		0.00			
N 4	WPTV	11/05/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$350.00		0.00			
N 5	WPTV	10/31/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 111--	:30	3	\$425.00	P-1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--					3	\$425.00		0.00			
N 6	WPTV	11/05/12	11/06/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11-----	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$425.00		0.00			
N 7	WPTV	11/05/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----					2	\$350.00		0.00			
N 8	WPTV	10/31/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-- 111--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--					3	\$600.00		0.00			
N 9	WPTV	11/05/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 10	WPTV	11/03/12	11/03/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$325.00		0.00			
N 11	WPTV	11/03/12	11/03/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$600.00		0.00			
N 12	WPTV	11/03/12	11/03/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$1,025.00	P-1	0.00	NM	2	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$1,025.00		0.00			
N 13	WPTV	11/03/12	11/03/12	Sa 1130p-1a SNL	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$950.00		0.00			
N 14	WPTV	11/03/12	11/03/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$100.00		0.00			
N 15	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/04/12	11/04/12	-----S					1	\$325.00		0.00			



WPTV

Print Date: 10/31/12

Page 3 of 5

Contract / Revision **316334** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/31/12

Order Sep 00:10:00

Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **13**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$325.00		0.00			
N16	WPTV	11/04/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$350.00		0.00			
N38	WPTV	11/01/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-----	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	11-----					2	\$1,200.00		0.00			
N39	WPTV	11/01/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	22-----					4	\$1,500.00		0.00			
N40	WPTV	11/01/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-11--	:30	4	\$650.00	FX	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	11-11--					4	\$650.00		0.00			
N41	WPTV	11/01/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-12--	:30	5	\$575.00	FX	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	11-12--					5	\$575.00		0.00			
N42	WPTV	11/01/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	---12--	:30	3	\$425.00	FX	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	---12--					3	\$425.00		0.00			
N43	WPTV	11/01/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1--12--	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	1--12--					4	\$1,600.00		0.00			
N44	WPTV	11/01/12	11/06/12	M-F 530-6p M-F 530-6p	CM	530-6p	1--12--	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	1--12--					4	\$1,600.00		0.00			
N45	WPTV	11/01/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	2--12--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	2--12--					5	\$1,800.00		0.00			
N46	WPTV	11/01/12	11/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	1--11--	:30	3	\$950.00	FX	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	1--11--					3	\$950.00		0.00			
N47	WPTV	11/01/12	11/06/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	2--22--	:30	6	\$1,400.00	FX	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	2--22--					6	\$1,400.00		0.00			
N48	WPTV	11/01/12	11/06/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WPTV

Print Date: 10/31/12

Page 4 of 5

Contract / Revision **316334** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/31/12

Order Sep 00:10:00

Advertiser **Romney / Republican / Pres** Product **Romney for President, Inc.** Estimate # **13**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N48	WPTV	11/01/12	11/06/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	---T---					1	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	11/01/12-11/07/12		Thursday Prime B See MG 48.2		9-10p	---Th----	:30		(\$1,800.00)		0.00	NM		
2	NPTV	11/01/12-11/07/12		Thursday Prime B Ⓜ MG for 48.1 11/01 [change program to THE VOICE]		9-10p	---Th----	:30		\$1,800.00		0.00	NM		
N49	WPTV	11/01/12	11/06/12	Friday Prime B grimm	CM	9-10p	----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	----F--					1	\$1,450.00		0.00			
N50	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	2	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$850.00		0.00			
N51	WPTV	11/03/12	11/03/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					3	\$450.00		0.00			
N52	WPTV	11/03/12	11/03/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$850.00		0.00			
N53	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
N54	WPTV	11/04/12	11/04/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$850.00		0.00			
N55	WPTV	11/04/12	11/04/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,450.00		0.00			
N56	WPTV	11/04/12	11/04/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	2	\$3,500.00	FX	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$3,500.00		0.00			
N57	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00			
N58	WPTV	11/01/12	11/06/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	----F--					1	\$2,500.00		0.00			
N59	WPTV	11/03/12	11/03/12		CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sa 10-1030a											
				Sa 10-1030a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$500.00			0.00			
														Totals	93 \$90,600.00